



WATERFRONT BADDECK COMMITTEE MEETING MINUTES NOVEMBER 29, 2024

10:00 AM – 11:30 AM
VIA ZOOM

ATTENDEES:

Steven Goldthwaite
Rhonda Kay
John Langley
Sean Baldwin
Denise Mulley
Bill Marchant
Terry Kelly
Steve Ross
Jen MacDonald (VC Chair)
Denise Roberts (VC rep)
Bonnie Whyte (VC rep)
Gary Crowder (Guest)

AGENDA:

Approval Agenda and Minutes Meeting October 25, 2024
Wharf 2024 season financial review
New Committee Members discussion/next steps
Boardwalk Update
Waterfront budgeting for Village and County
Bluenose II Outreach
Marketing/Social Media

AGENDA REVIEW AND DISCUSSION:

Chairman opened the meeting by noting the importance of the Waterfront Committee being fully informed about the current status of the boardwalk project as it approaches the tender stage.



The Agenda and the Minutes of the meeting of October 25, were approved.

Wharf 2024 Financial Review:

Terry gave a detailed review of the financials for the 2024 season which despite a slow start produced solid income revenue of approximately \$80,000, down approximately 20% from projected income. This was in large part attributable to fewer super yacht visitations, which was typical throughout the province this year. There was positive growth in income/usage by local boats. Jen remarked that future marketing of the wharf by WB should involve the County of Victoria as a partner to help the visitor experience as part of a shared municipal responsibility.

New Committee Members:

Steven reported that four submissions had been received in response to an invitation extended to the public last month. The process for reviewing submissions was discussed and a decision was made that three members of WB, notably Steven, Bill and John would vet the applications and the full WB committee would make a recommendation for filling the two current vacancies to the Village Commission at the December 11, 2024 meeting.

Boardwalk Update:

Steve Ross reported that work had begun on repairs to the back of the Freight Shed and was expected to be completed in the next two weeks. He utilized engineering drawings by Harbourside to explain both the structural as well as streetscape elements of the boardwalk reconstruction which will soon enable us to go to tender as early as next month with work to be undertaken during the winter months and substantially completed by July 1st. There are still some outstanding issues regarding the removal of the power pole at the south end of the boardwalk and related placement of 'coffin' and relay boxes. Discussions are ongoing with NS Department of Natural Resources over the purchase for nominal consideration of the area of water lot to be infilled along the face of the boardwalk, approximately 240 square meters. Different proposals for subtle, low level lighting are being looked at for the boardwalk Rhonda has not received a response from the SCCF funders on our request to apply approximately \$200,000 from the SCCF grant towards culvert upgrading and replacement adjoining the pond on Water street, monies which had been earmarked for the now defunct living shoreline proposal.

Waterfront Budget:

Jen noted that Victoria County is seeking a five- year project plan for budgeting associated with Village capital projects. This is part of ongoing efforts to improve and expand upon the working relationship between the Village and the County.



Bluenose II Update:

Steven referenced recent correspondence from Adam Langley proposing initiatives which might be taken to have Nova Scotia's sailing ambassador, Bluenose II make Baddeck a regular port of visitation. This was met with unanimous approval; WB will come back to the village with a recommendation for a port visit in 2026 as next year's sailing schedule is already full.

Marketing/Social Media:

Steven introduced a Report from Amanda Langley reflecting the work she had done on behalf of the Village in this area in 2024. There are two primary platforms: Instagram and Facebook. Steven introduced imagery of both to acquaint the board with the nature, extent and quality of this work as well as the target audiences reached through this medium. After discussion it was agreed that Amanda would be asked to continue her contract which terminates December 15, 2024 for the next twelve months at the existing rate/fee of \$1000.00 month. There was some discussion of what the focus should be for social media and marketing, whether it should be restricted to just the waterfront or the broader community including Kidston's Island. WB will continue to work along with and direct Amanda in this regard.

Meeting Adjourned 11:45 AM

Next Meeting January 24, 2025

John G. Langley
Secretary